

ABSTRACT

Image forming devices and marketing methods are described. One aspect of the invention provides an image forming device including an image engine configured to use a consumable to form a hard image; a consumable interface adapted to couple with the consumable; and processing circuitry configured to:

5 access a condition associated with an operation of the image forming device; monitor the operation of the image forming device; forward a request externally of the image forming device responsive to the monitoring indicating an occurrence of the condition; receive a message after the forwarding; and communicate the message.

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